

WHAT IS CLAIMED IS:

1. A method for managing an investment account for a customer associated with a sponsoring organization comprising the steps of:
 - interacting with the customer over a computer network to create a portfolio of
 - 5 investments that satisfy a plurality of restrictions on investment activity of the customer while meeting pre-defined investment needs of the customer; and
 - transmitting a resulting portfolio of desired investments over the computer network for execution.
- 10 2. A method for managing a plurality of investment accounts, each of which is associated with a third party user, comprising the steps of:
 - receiving data from the user regarding the plurality of investment accounts, the data defining an amount and types of investments to be included in each investment
 - account;
 - 15 aggregating the plurality of investment accounts into a single portfolio of investments for the user; and
 - analyzing the single portfolio to determine a risk/reward characteristic of the single portfolio.
- 20 3. A method for creating a plurality of separate investment accounts while managing the plurality of separate investment accounts as a single investment portfolio, comprising the steps of:
 - establishing a separate file for each of the plurality of separate investment
 - accounts; and
 - 25 analyzing the plurality of separate investment accounts as if the plurality of separate investment accounts were a single investment portfolio, the analysis including at least one of: a risk level analysis, a diversification analysis, a concentration analysis and a sector exposure analysis for the single portfolio.

4. A method for managing an investment account of a plurality of customers associated with a sponsoring organization, comprising the steps of:

establishing a plurality of defined restrictions on the investment activity of the plurality of customers associated with the sponsoring organization;

5 interacting with a first customer over a computer network to identify a portfolio of investments that satisfy the plurality of defined restrictions while meeting customer defined investment needs of the first customer;

establishing an aggregate portfolio of investments from the first customer and from a plurality of other customers; and

10 transmitting a plurality of trade requests over a computer network identifying a plurality of investments in the aggregate portfolio.

5. A method for creating a plurality of separate investment accounts while managing the plurality of separate investment accounts as a single portfolio, comprising
15 the steps of:

calculating a risk/reward analysis for each of the plurality of separate investment accounts; and

receiving, for each of the plurality of separate investment accounts, from a customer an indication of the customer's preferences regarding said risk/reward
20 analysis.